

## **REMARKS**

Claims 26-40 are pending in the application. Claims 26 and 35 are amended above to further distinguish the pending claims from the prior art of record. New claims 39-40 have been added to the application. No new matter has been added to the application by way of these claim amendments.

The examiner's claim objections and rejections are overcome or traversed as set forth below.

### **II. THE ANTICIPATION REJECTION**

The examiner maintained the rejection of claims 26-38 for being anticipated by Coleman et al. (USP 5,844,620) in the December 1, 2004 Final Rejection..

Presently pending and amended claims 26-38 are not anticipated by Coleman et al. (US Patent 5,844,620).

The presently claimed invention is directed to methods and apparatuses for providing customer service information wherein selection data is formed from data already created for and inserted into a service multiplex for identification and control purposes. As a consequence, the selection data according to the claimed invention, is automatically generated from the service multiplex and the selection data is also inherently applicable for identifying and locating a selected service on the received service multiplex as the latter contains similar identification and control data.

Pending claims 26-40 are novel and patentable because the primary reference Coleman et al. fails to teach forming selection data from the identification and control data located in the service multiplex. To the contrary, Coleman explicitly teaches that it is necessary to input IPG data through an operator interface. Column 6, lines 18-48 of Coleman relates to delivering the IPG data to and processing the IPG data in the decoder at the receiving end. This excerpt of Coleman et al. does not relate to the manner in which the IPG data is produced in the transmitting end.

As previously noted, Coleman et al also fails to teach transmitting the selection data formed in the above manner separately to a customer terminal, independent from the actual service data. Moreover, Coleman fails to teach associating the identification and control data of the service

multiplex for displaying the selection data to the customer.

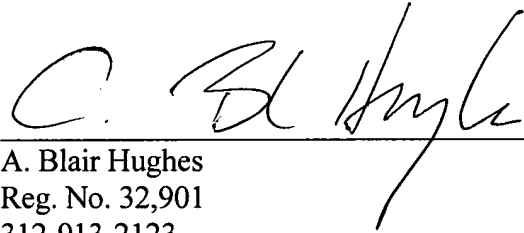
Coleman further fails to disclose a method or apparatus where the user selects a service displayed on a display unit after the selected services identified on the basis of identification and control data associated with the selected service and transmitted in multiplex frames and thereafter providing the customer with the identified service from the service multiplex.

### **CONCLUSION**

In view of the drawing and claim amends above, and further in view of the statements in favor of patentability presented above it is believed that pending claims 26-40 of this application are allowable. Favorable reconsideration and allowance of the pending application claims is, therefore, courteously solicited.

Respectfully submitted,

**McDonnell Boehnen Hulbert & Berghoff.**

A handwritten signature in cursive script, appearing to read "A. Blair Hughes", written over a horizontal line.

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